

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
March 9, 2010
Board of Directors Meeting
AMPAS -- 1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

Ryan Harter, President, CIM Group
Lillian Kuo, Vice President, Broadreach Capital
Duke Gallagher, Treasurer, The Production Group
Carol Massie, Secretary, McDonald's Restaurants
Charles Eberly, The Eberly Company
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Father Michael Mandala, Blessed Sacrament Church
Patrick Olmstead, Los Angeles Film School
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron
Patrick Russell, The Robert Green Company
Roxanna Sassanian, Sunset Gower/Sunset Bronson Studios
Travis Serpa, Urban Outfitters

Absent

Craig Donahue, The Donahue Group
Kitty Gordillo, Hollywood Wilshire YMCA
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance

Guests

Zachary Eaton, Space 1520

1. Call to Order

The meeting was called to order by Board President Ryan Harter at 4:10 p.m.

2. Public Comment

No public comment.

3. Approval of Board Minutes

It was moved by Lillian Kuo, seconded by Travis Serpa and CARRIED to approve the minutes from the board's February 9, 2010 meeting. Unanimously approved.

4. Treasurer's Report

A. Review/Approve Financial Statements: Duke Gallagher reviewed the financials for the last month. Gallagher says the BID has received some payments from the City. The current net cash is at \$540,553. After doing some research Gallagher explained to the board that they may want to wait to purchase a CD as the current interest rate is very low, and the board would probably receive a higher rate in a savings account.

It was moved by Charles Eberly, seconded by Fred Rosenthal and CARRIED to approve the Treasurer's Report from February 28, 2010.

5. Committee and Program Reports

A. Committee Appointments

1. Announcement of Committees and Members: Ryan Harter assigned the following committees:

Security – Fred Rosenthal, Chair, Roxanna Sassanian, Patrick Olmstead, Richard Falzone, Fabio Conti and Jenifer Cordsen, At Large Member.

Streetscape – Michael Pogorzelski, Chair, Charles Eberly, Lillian Kuo, Carol Massie and Naomi Rose, At Large Member.

2. Art Exhibit Planned for Big Lots Property: Michael Pogorzelski informed the board that during the week of March 3-8, 2010 the Big Lots space will play host to a public art exhibit.

B. Marketing Committee

1. Status of Pole Banner Campaign: Katie Zandona reported that the design for the new Sunset and Vine BID pole banners has been finalized. The design is currently being reviewed by the City for approval. Zandona also mentioned that the Streetscape Committee will be looking into having new trash plaques designed to match the updated pole banners.

2. Demographic Research Steering Committee: Zandona informed the board that her and Morrison were in the processing of reviewing the draft versions of the survey and would be submitting them to the steering committee for further review.

3. Letter of Support for Emerson College: Zandona had recently received a call from Emerson asking that she please remind any board members who were interested in submitting a letter of support for the school's project to do so before March 22. A hearing for the project will be held on this date and board members are also welcome to testify at that time.

4. Upcoming Events: Richard Falzone announced the opening of Off Vine Restaurant on Thursday, March 18, 2010. The board also congratulated Ryan Harter on the successful opening of the Sunset and Vine Tower.

C. Streetscape Committee

1. Update on CRA Sunset Blvd. Urban Design Guidelines: The guidelines have been released and the a formal presentation by CRA staff and their consultant is scheduled for

March 18th at 6pm at the House of Blues Building, 6255 Sunset Blvd., Suite 904. MacPherson strongly encouraged board members to attend.

2. Feedback from screening: On February 25 the committee held a screening of William Whyte's film 'Social Life of Small Urban Spaces.' Chase representatives did not attend, however a rep from the Mayor's Office with connections to Chase executives was there. We are hoping to enlist her help in getting their cooperation to activate their plaza with movable furniture provided and maintained by the BID.

3. Report on City Policy on Walk of Fame Repairs: Morrison and MacPherson were informed at a Walk of Fame (WOF) repair meeting last month (2/16) that the city was requiring individual property owners to obtain a revocable permit and sign a waiver of damages for any repairs on the WOF. This would not only impact private developers that were conducting "major repairs," but also the historic trust which is embarking on a major rehabilitation project. MacPherson attended a meeting last week at BOE and this requirement appears to be history, although it remains to be codified in writing.

D. Security Committee

1. Security Update and Arclight Parking Structure Meeting: Travis Serpa reported that the committee did not meet in February but would be meeting at their regular time in March. Prior to this month's meeting some members of the committee and Morrison will be meeting with representatives from LAPD and the Arclight Parking Structure to discuss late night security issues in the structure.

6. New Business

A. BID Renewal

1. Review of Current BID Characteristics and Proposed Timeline for 2010-2011: Morrison and Joe Mariani presented to the board a presentation that detailed some of the changes associated with BID renewal. As the Sunset and Vine BID is set to expire on December 31, 2011 Mariani and Morrison reviewed a draft timeline that showed the potential dates the BID would have to meet in order to renew in time. The board discussed the option of having a BID Renewal Committee to meet regularly to further discuss the details of the renewal.

B. All Property Owners Annual Meeting

1. Discuss Time and Place: Morrison reminded the board that the annual all property owner meeting needed to take place in April. Morrison asked that potential locations for the event. Roxanna Sassanian said it may be possible to hold it at Sunset Gower Studios. The board set the date for the meeting on April 20, 2010 at 4:30 p.m. In lieu of the board's regular April 13 board meeting, it decided to meet just prior to the annual meeting to take care of any necessary business.

7. Old Business

None

8. Report from Kerry Morrison

A. Review/Approve Change Order to HPOA/CHC Management Contract: Morrison reviewed the current Scope of Work with the board and explained that she had tried to remove some tasks from the Scope in order to free up staff time to aid in BID renewal. In addition to this Morrison pointed out that the contract had increased \$500 per month for the year to compensate for a combination of payroll expense increases and the expiration of the current lease and a planned move to a consolidated office arrangement for the new term.

It was moved by Duke Gallagher, seconded by Fred Rosenthal and CARRIED to approve the proposed changes the HPOA/CHC management contract.

B. BID Consortium Recap: Morrison thanked Patrick Russell and the Palladium for hosting last month's BID Consortium. The event was a success and the food was provided for just under the budgeted amount.

C. Travis Serpa's Last Meeting: Travis Serpa announced this would be his last meeting as a CHC Board member. Serpa was recently promoted and will be moving to Philadelphia. The board thanked him for his time and for his work chairing the Security Committee.

9. Next Meeting

The next board meeting is scheduled for May 11, 2010. In the interim, there will be an All Property Owners Meeting at 4 p.m. at the Sunset Gower Studios (1438 N. Gower St., Los Angeles, CA. 90028) on April 20, 2010. Board business will be deferred until May.

10. Adjournment

There being no further business the meeting was adjourned by Board President Ryan Harter at 6:00 p.m.